Direct tactics get politicians' votes

By Richard Edel

The 1984 election may go down in the history books as the year the cost of electing candidates to national office topped $1 billion, according to projections by the Federal Elections Commission. How do politicians hustle that incredible sum of money? They mine the U.S. mail.

Political battles aside, experts say direct mail is the most effective weapon in an arsenal of fund-raising, image-making and constituency-building strategies. It was the foundation of the Republican Party's phoenix-like flight from near oblivion in the mid-1970s to its spectacular success a decade later in raising a projected $100 million for candidates to Congress and the White House.

On the other side of the political fence, direct mail is offering the best hope for the future of the Democratic Party, says Frank O'Brien, director of the mail department for the Democratic National Committee. The Democrats have set a goal in 1984 of raising a $27 million "Victory Fund" to cover expenditures for national elections, and they hope to raise a total of about $50 million.

(National committees for the Democrats and Republicans operate independently of the federally funded campaign committees for their presidential nominees. Presidential election committees in 1984 each will receive $40.4 million from the FEC and $6.9 million in donations from the national parties. The election committees are barred by law from fund raising for the campaign.)

Mr. O'Brien estimates the GOP will collect between $35 million and $40 million through mail-related efforts during the 1984 election cycle, compared with between $10 million and $12 million for the Democrats. The DNC is hoping to slash the fund-raising gap by 1988 by investing 20 cents on each dollar raised.

So far, the Democrats have scored major successes. Their mailing list, virtually nonexistent in 1980, now stands at 500,000 names; Republican sources say their active list contains 2.2 million names.

But the unfolding political struggle involves more than simply gaining fresh donors in election campaigns. "It's not just a matter of money," Mr. O'Brien says. Demographic information, survey data and sophisticated market research is being combined into a body of knowledge to create more effective political advertising.

"The real story is which party plays 'information age' politics," Mr. O'Brien says. To play state-of-the-art politics, his department is poised to make the best possible use of direct mail combined with telemarketing, print and broadcast media.

Donors receive photographs of the President and Vice-President for contributing regularly.

For instance, on the opening night of the Democratic National Convention, the committee mailed 300,000 pieces focusing on New York Gov. Mario Cuomo and the issues he raised in his keynote address. Described by Mr. O'Brien as "the single most effective piece we've ever sent," the effort raised just less than $1 million with an average contribution of $31.

Following up, the DNC began hammering away at the GOP with mailings of 300,000 every 10 days focusing on party spokespeople and candidates.

Returns have been strong, averaging $1 million every 10 days, Mr. O'Brien says. At that pace, the DNC could eclipse the $4 million it hopes to raise through direct mail for the Victory Fund.

Terry Michael, a spokesman for the DNC, says direct mail and, to a lesser extent, telemarketing, play a broad-based role in fund raising. For example, one mailing urged loyal Democrats to host house parties Oct. 7, when the Mondale/Ferraro campaign was scheduled to air a 30-minute paid political announcement. Phone calls to likely respondents followed the mailing, an approach similar to one Mr. Mondale used successfully during the primaries.

At press time, 20,000 parties were planned, and the DNC hoped to raise $3 million.

The DNC increasingly is relying on direct marketing because of the changing political environment, says Jim Nathan, director-research and development for Targeted Communications, Falls Church, Va., which conducts direct mail campaigns for the Democrats. A gradual fragmenting of traditional constituency groups is resulting in smaller ad hoc constituencies that are more informed and aware, Mr. Nathan says.

As a result, targeting media to individuals rather than traditional groups is increasing the effectiveness of the party's fund raising. But, Mr. Nathan says, the Democrats still lag behind the Republicans in constituency-building techniques, "where you're looking more for a vote than for dollars. It takes a little more education and persuasion to show how direct marketing and telemarketing can be targeted to nonfund-raising activities. The Democrats are catching up, but there is no doubt the Republicans have a valuable lead."

The GOP hopes to parlay this lead into both money and votes with an array of well-planned, carefully executed programs, says Stephen H. Winchell, whose Washington, D.C.-based fund-raising operation is deeply involved with direct mail campaigns for the Republican National Committee and other

Richard Edel wrote about political direct marketing in the last Direct Marketing Special Report.

Sources of revenue for political campaigns

(in $ millions)

	1980	1982	1984 est.
Political organizations	$130	$200	—
Senate/House campaigns	240	350	—
GOP	214	215	—
DNC	40	40	—
Independent	16	6	—
Total	$640	$811	$1 billion

Source: Federal Election Commission

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GOP organizations.

"This will be the Republican Party's single most aggressive and successful fund-raising campaign in history. Direct mail is an indispensable arm of the party. Without it, the GOP could never have accomplished the things that it did or had the political impact that it has had," he says.

The GOP's direct marketing program, combining voter registration with fund-raising projects, was operating well before the 1984 election cycle began, Mr. Winchell says.

"Direct mail has an incredible lead time. At this stage of the campaign, there are no new projects," he says. Lead time may not have been much of a factor anyway, because projects are exceeding all expectations.

One example, a package mailed two days before President Reagan announced his intention to seek a second term, tells the story. Nearly 2.1 million letters were mailed, netting gross income of about $5.4 million. The cost to prepare and mail the package was about $700,000, leaving a net income for the Reagan-Bush '84 primary campaign of $4.7 million.

The entire program of primary mailings produced the following results for Reagan-Bush '84: $11.5 million raised through direct mail and $4.8 million raised through volunteer fund raising. The average contribution was $56, resulting in a 70% federal match of funds raised.

Add to these statistics the over-all cost of fund raising—only 15% of gross collections—and a startling fact emerges: Reagan-Bush '84 was the first campaign in history to receive 100% of the available federal matching funds of $10.1 million. For good measure, the campaign earned $300,000 in interest on funds raised, Mr. Winchell says. "These results show that direct mail is an incredibly cost-effective medium. That's why Republicans like it."

In comparison, Mr. Mondale's primary campaign went to the national convention with a debt of more than $2 million.

The Republicans' results also show the unmatched power of President Reagan's name on fund-raising vehicles, says John Buckley, spokesman for Reagan-Bush '84. "Ronald Reagan's name is the single biggest draw of any name in direct mail fund-raising history."

Indeed, much of the GOP's success is attributed to President Reagan's popularity as "the

(Continued on Page 52)

Phones get fund raisers off the hook

Direct mail may be the most effective medium for political fund raising, but telephone marketing is the most immediate.

A well-orchestrated telephone campaign may salvage some impressive results where direct mail comes up dry.

One example is a campaign waged last year by Campaign Marketing Group, Alexandria, Va., for the National Republican Senatorial Committee. The assignment was to make an "urgent personal appeal" to former contributors to the Republican Presidential Task Force who had not responded to two mailings during a three-month period, says Bruce McBrearty, CMG's president.

The job was complicated because the committee stressed the need for speed in reaching about 40,000 names and the importance of personalizing the appeal.

CMG adopted a strategy of segmenting lists geographically and preparing taped messages either from Republican senators representing each state or from Indiana's Sen. Richard Lugar, chairman of the task force. In New York, for instance, the message was from Sen. Alfonse D'Amato. Other senators included John Danforth (R., Mo.), John Heinz (R., Pa.) and Slade Gorton (R., Wash.).

"The idea was to break up the file and target different segments of the audience with a unique message," Mr. McBrearty says. The approach carried the added bonuses of increasing productivity and good will.

CMG staffers used scripts oriented toward the issues most affecting the potential contributor's home state. The staffer thanked the member for past support, extolled a few of the Republican-controlled Senate's accomplishments and explained the current need for funds.

Using a computer-assisted telemarketing system, CMG reached 95% of the list in 30 days. The system placed calls automatically, based on the time

(Continued on Page 52)

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Education delivers students directly to market

By Don Veraska

Most people wouldn't consider direct marketing education to be new wave. But, according to Jim Kobs, president of Kobs & Brady, Chicago, it already has entered its third wave.

"Going back 10 years, maybe there were a dozen direct marketing classes in the country—and a lot of them were just a half-hour in some survey course," he says. "In the past 10 years, it has come to the point where a lot of schools have at least one solid direct marketing course, two or three hours, so the kids knew what it was.

"Now, we're in the third wave, developing full programs and schools of direct marketing," Mr. Kobs says. "Nobody quite expected this quick explosion. It's a real rush today with all these direct marketing programs."

Since the early beginnings of college-level direct marketing classes some 10 years ago, the following universities are leading the pack that is rushing into direct marketing:

- The University of Missouri at Kansas City, which didn't even have a direct marketing class until five years ago, has created the Center for Direct Marketing Education and Research, funded through a $570,000 grant from the New York-based Direct Marketing Educational Foundation.

Five students graduated this spring with a bachelor's degree in business administration, with a concentration in direct marketing. Next spring, about that many students are scheduled to receive the first direct marketing master's degree, and the number of undergraduate direct marketing degrees may rise to about 20.

- The University of Cincinnati is creating a direct marketing policy center through a private grant of $225,000 and is itself funding grants for direct marketing research. The university offered its first market research class last month.
- Students at the College of William and Mary, Williamsburg, Va., three years ago organized Direct Marketing of Williamsburg, a student-run independent, computer-based company, gross sales of which will run into six figures this year. The college offers three credit hours for Direct Marketing of Williamsburg, provides seminars staffed by direct marketing professionals and plans its first academic direct marketing class next spring.
- Dozens of other institutions are offering direct marketing classes. The Direct Marketing Educational Foundation lists 51 such colleges and universities with credit courses, and another 12 that are planning to do so. In addition, about a dozen offer noncredit or continuing education courses in direct marketing. Several have diploma programs for professionals in the field.

"Frankly, the companies were getting very tired of training these people on the job . . . ."

—Richard Hamilton
University of Missouri at Kansas City

The fact that any direct marketing programs are available is largely because of the efforts of the Direct Marketing Assn.'s DMEF, supported by several hundred businesses. The foundation has fostered and nurtured direct marketing education during the past two decades.

A lot of credit also must go to direct marketing professionals. They wrote most of the college-level textbooks, aided institutions in structuring classes, spent countless hours lecturing and, in general, spread the direct marketing gospel.

The interest of those professionals isn't entirely altruistic. The direct marketing industry admittedly suffers from a serious shortage of middle managers.

"There's a lot of senior management of my era," says Mr. Kobs, who is 46, "and a lot of young people coming into direct marketing out of college. But the gap is in middle management, people with five to ten years of experience. Those with college instruction in direct marketing can get to this level a lot more quickly."

Says Richard Hamilton, associate professor of direct marketing at UMKC, "Frankly, the companies were getting very tired of training these people on the job; it was very expensive."

Student interest in direct marketing has been fostered by professors who, in turn, were exposed to the discipline at the DMEF's institutes. These semi-annual seminars enlighten up to

Don Veraska is an Arlington, Va.-based free lance writer.

Politicians

(Continued from Page 51)

great communicator." GOP fund raisers say he embodies the conservative message that is the theme of all mailings from GOP national committees.

Another reason for the GOP's success is that its national committees target their mailings to individuals, personalizing them to an extent never before possible in political direct mail, Mr. Winchell says.

In addition, the committees offer benefits, bonuses and premiums for regularly contributing ever larger sums. For example, the National Republican Senatorial Committee created a Republican Presidential Task Force program that asks for $120 a year, or $10 each month.

"The idea is to get donors into the habit of contributing regularly," Mr. Winchell says. In return, donors receive premiums such as a bronze task force medal, a monthly task force bulletin and color photographs of the President and Vice-President. Larger donors are given a "Gold Pass" that entitles them to attend social gatherings.

"It is clear that the GOP fund-raising effort is moving more and more in the direction of monthly giving and strong fulfillment pieces in order to involve the contributors more deeply in the groups they join," Mr. Winchell says. In addition, clubs emphasize the importance of individual members."

To bring new members into the fold, the GOP searches about 700 mailing lists annually,

Phones

(Continued from Page 51)

of day previous calls were answered. To help personalize the call further, past contribution figures and individual data about the prospect were listed on the computer screen. When a call was completed successfully, a fulfillment letter, thanking the contributor for the pledge, was generated automatically.

The response was overwhelming, with 33% of the prospects renewing their task force memberships and 13% agreeing to contribute an unspecified amount, Mr. McBrearty says.

Over-all, the campaign generated more than $500,000 at a cost per completed decision of $3. CMG staffers averaged 10

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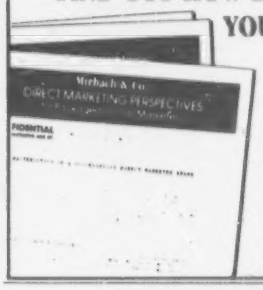

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30 professors on the fundamentals of direct marketing. The foundation also approaches students directly, conducting semiannual, five-day seminars for 30 college seniors.

"We really just had to acclimate students with the fact that direct marketing existed," says Robert Stone, president of Stone & Adler, Chicago, who has been a trustee of the Direct Marketing Educational Foundation for some 15 years.

And, once they were exposed to direct marketing the interest took off, because, as Mr. Kobs says, "The kids just got turned on once they found out that direct marketing is measurable. Unlike advertising, they are seeing a field where the results are precisely measurable."

And, he says, direct marketing has evolved into a multimedia discipline, enticing students who weren't interested in it because they thought it encompassed only direct mail and catalog sales.

"Things like television, like the 800 numbers, make direct marketing a more acceptable career alternative," Mr. Kobs says. "Once, [students] just whispered

(Continued on Page 54)

Programs receive favorable response

To those students who have graduated from college with a degree or practical experience in direct marketing—a breed still about as rare as a whooping crane—the experience has been a rewarding one.

No specific figures are available on the number of college graduates with direct marketing backgrounds, but only five—former undergraduate students of the University of Missouri at Kansas City—have bachelor's degrees.

Several dozen graduates of the College of William and Mary, Williamsburg, Va., although not possessing a direct marketing degree, received experience as employes of a student-run direct marketing company, Direct Marketing of Williamsburg.

Graduates and participants in these two programs are enthusiastic about the value of their college experience in the real world of direct marketing. "Direct Marketing of Williamsburg was very beneficial in preparing me for the professional sector," says John E. Berger, 22, who founded the student-run company three years ago as an independent study project and has seen it grow from a one-person operation to about 25.

Now working in the Falls Church, Va., office of R.R. Donnelley & Sons, Mr. Berger says, "When you're dealing with the real world, when you're dealing with the bread and butter of a business, it gives you a discipline you just can't get in the classroom. There's no books, no tests—just how well you perform in the community."

Mr. Berger spent three years at DMW. Despite the value of his practical experience, he says classes in direct marketing, which William and Mary does not offer yet, would be beneficial. "No question, it would have helped me to have classroom experience as well. If I had, it would have prepared me even more."

Another 1984 graduate of William and Mary, Caleen Norrod, 22, was creative director of DMW. As an English major with

(Continued on Page 54)

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Mr. Winchell says. The Republican Party hopes to have an active mailing list of about 2.5 million names by the end of the year and up to 2.8 million names in 1985-86.

"There is virtually no plateau seen in the foreseeable future. The party's budgets are going to continue to go up because there are more people contributing," Mr. Winchell says.

decisions an hour, he says.

A similar campaign in 1984 is yielding even more impressive results. With only a slightly larger file, the campaign is producing three times more revenue, Mr. McBrearty says. Reasons for the improvement include a 9% increase in dials per hour and a 16% increase in completed decisions, mainly because of improvements in the computer-assisted system.

The simple fact that Republican national committees use telemarketing is a testimony to its value, he says. "If national committees are using it successfully, think how much more successful it could be in smaller campaigns. Telemarketing can and should be included in every fund-raising strategy." —*R.E.*

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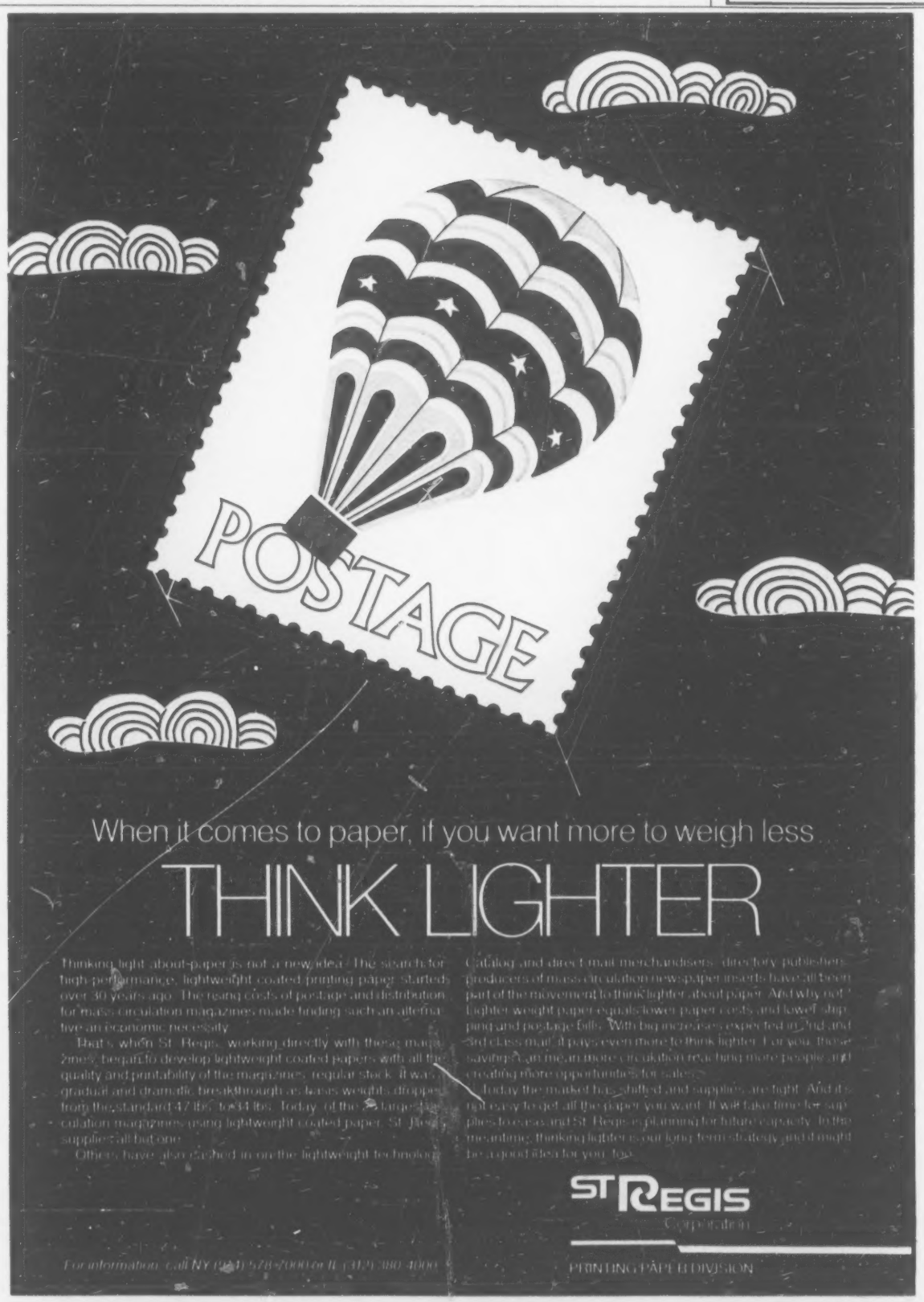
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October man

Steve Garvey, as proficient in marketing as he is with the baseball bat, may benefit in a big way from the post-season games. *(See story on Page 3.)*

Exec explains suit: 'Can't trust' agency

Godfather's slams Chiat

By SCOTT HUME and RUTH STROUD

A Godfather's Pizza restaurant chain executive has reacted angrily to the advertising industry's support of Chiat/Day in a landmark legal dispute involving confidential client material.

Ted Murphy, vp-marketing for Costa Mesa, Cal.-based Godfather's, told Advertising Age that the reasons for the chain's suit against Chiat/Day have not been fully reported. While conceding that the chain wants to prevent Chiat/Day from using in its work for Pizza Hut information it gained from its earlier competition for the Godfather's account, Mr. Murphy charged Chiat/Day with "a classic case of playing both ends against the middle." He said the agency simultaneously dealt with both Godfather's and Pizza Hut, thereby creating the distrust that contributed to the suit.

"The way this story is being reported is that Godfather's is challenging the accepted ways advertising agencies work," Mr. Murphy said. "But there's another question that hasn't been reported and that's 'Did Chiat/Day play by the accepted rules?' Chiat/Day's position has been that we should trust them, backed by a gentleman's agreement" that the agency won't divulge confidential Godfather's information to Pizza Hut. "But there are reasons for us not to trust them."

Chiat/Day president Guy Day vehemently denied any unethical conduct on the part of the agency.

Godfather's filed suit against Chiat/Day June 29, seeking to bar agency staffers who worked on the agency's solicitation of the $5 million Godfather's account from working on the $20 million Pizza Hut account (AA, July 16). Godfather's was granted a preliminary injunction against the Chiat/Day

(Continued on Page 97)

Contac follows upbeat route to fight new rivals

Lots of feet—and only feet—are on view in this new Contac cold remedy spot. BBDO, New York, is the agency.

By NANCY GIGES

After some rough sailing in recent years, SmithKline Beckman Corp. is taking a new tack to reinstate Contac as the cold remedy of choice.

Although Contac has weathered the attack of the multisymptom products, it now faces a strong new contender, Burroughs Wellcome Co.'s Actifed. In the two years since Actifed shifted from prescription to over-the-counter marketing, it has caught up with the two other market leaders, Contac and Nyquil. The latter is marketed by Richardson-Vicks, Wilton, Conn.

These three brands trade shares between 10% and 12% of the $750 million market.

Victor Galef, vp-marketing at Philadelphia-based SmithKline's Menley & James Laboratories division, which markets Contac, has no delusions that what he has set out to do will be easy. He also knows that the atypical upbeat approach Contac has taken to the cold-remedy market is not without risk.

But he candidly admitted, "Our brand hasn't responded the way we wanted with typical drug advertising. So we believe there is more risk on the down side if we don't make this departure."

The advertising from BBDO, New York, the first from the agency since it succeeded Ogilvy & Mather on the brand last fall, is an outgrowth of last year's theme "Keeps you going."

But this year, with the theme "Contac keeps you on your feet," SmithKline is using an upbeat tv commercial with singing and dancing, essentially depicting "wellness," not illness. The spot shifts from one vignette to another, showing only the feet of people going about their everyday activities—an aerobics class, a wedding, a farmer's field being harvested.

"Consumers still think that Con-

(Continued on Page 97)

Last Minute News

Amoco studies agencies, but denies move

Chicago—Amoco Oil Co. has contacted several agencies about its advertising but says it isn't planning to move its $25 million account from D'Arcy MacManus Masius. The subsidiary of Standard Oil Co. (Indiana) called the move a "routine credentials-review procedure to keep current in the industry" and said DMM "will remain agency of record in 1985."

Godfather's lashes Four A's support of Chiat

Los Angeles—Godfather's Pizza urged the California judge hearing its client-confidentiality suit against Chiat/Day to ignore an American Assn. of Advertising Agencies brief filed on Chiat's behalf (*see story on Page 97*). Godfather's said Four A's wasn't aware of all the details in the case because the judge had ordered the court files sealed and, therefore, wasn't in a position to submit "any authoritative commentary."

Texas Instruments takes on IBM

Dallas—Texas Instruments is upping its attack on IBM with "Dare to compare" print ads that claim "TI is better" in comparisons of the TI Professional Computer with the IBM Personal Computer. TI's attack shifts focus from operational features to the company's "superior service"

(Continued on Page 8)

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Jobs going like hotcakes, recruiters say

Boom time for creatives

By STEWART ALTER

Some of the advertising industry's leading creative-talent recruiters report that they've never been busier than in the last six months.

"I feel like an order taker. I've been in the business 20 years, and I have never had as much work as I've had in the last six months," said one top recruiter, Judy Wald of the Judy Wald Agency, New York. She added that she had to "put in a traffic flow chart and add a man to deliver portfolios."

Ms. Wald, who had just hung up the phone after speaking to one agency client who wanted to add two more openings to the 16 he had already placed, observed that the demand is at all kinds of agencies—small, medium and large. In the last six months, she has had about 130 positions to fill, twice the norm.

Similarly, rival headhunter Susan Friedman observed, "There are a tremendous number of job openings," so much so that she has restructured her business in response.

A month ago, Ms. Friedman left Friedman Huss Viseltear, New York, which at that time had an all-time high of 158 creative positions to fill, and formed Susan Friedman Ltd. She has decided to become more specialized, concentrating only on placing senior creative executives and going in a new direction as well: Acting as a consultant both to creatives in planning their careers and to agencies on building their creative departments.

Why are creatives so much in demand?

Ms. Friedman believes the surge is traceable primarily to the new attention being given to creative by some of the major agencies. "We're moving into a phase where creative is once again going to be the selling point for a product," said Ms. Friedman.

Saatchi & Saatchi Compton Worldwide is but one example of an agency that this year started adding senior creative talent (AA, May 28). "We're adding a lot of creative people," said president Edward Wax. "We're focusing on the creative product more than we ever did."

The other agencies frequently mentioned are J. Walter Thompson Co., Ted Bates Advertising/New York and Benton & Bowles.

"We have a budget to hire more top-quality creative people than we've been able to find," said JWT/New York exec vp-general manager Stephen Bowen, who said the office has hired about 20 new creatives this year.

Mr. Bowen felt the special emphasis some major

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